

# California Rice Commission

## Notice of Meeting & Agenda

Domestic Marketing & Promotion Committee Meeting  
9:30 a.m., Monday, July 26, 2010  
American Commodity Company  
6133 Abel Road, Williams, CA

### Agenda Item

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#### I. Administration

- A. Roll Call
- B. Call to Order

#### II. Approval of Minutes

#### III. 2009/10 Program of Work Updates

- A. #A-2 Support Programming at USA Rice and Develop Local Innovative Programs in Mainstream Foodservice and Public Opinion Leaders, (\$60,000)
  - i. Foodservice Sponsorships/Memberships Update, (\$30,000)
    - a. SushiMasters Wrap Up
  - ii. USA Rice Joint Sponsorship and Promotion/Memberships
    - a. CAFÉ Recap
- B. # M-1 Contact with Target Audiences through Public Education, (\$104,775)
  - i. Media Update
  - ii. Social Media Update

#### IV. Recommended Program of Work for FY 2010/11

- A. Review and Recommend Implementation Plans, Summaries, and Budgets

#### V. USA Rice Federation Evaluation

- A. Review and Approve

#### VI. Personnel - Closed Session (California Government Code 11126(a))

- A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee
- B. Return to open session and announce action taken in closed session, if any

VII. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)

- A. The Committee may go into closed session to discuss pending litigation
- B. Return to open session and announce action taken in closed session, if any

VIII. Issues and Scheduling for Next Meeting

- A. Scheduling of Future Meetings

IX. Adjourn

*All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.*

*Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.*